



University of Nevada, Reno

Top 3 Programs Aligned With Nevada Economic & Workforce Development Goals

Program Area I. Nursing entry-level and advanced-practice programs:

- Bachelor of Science in Nursing, including the RN-to-BSN
 - Master of Science in Nursing
- Post-Master's Certificate in Adult Gerontology Acute Care, Clinical Nurse Leader, Nurse Practitioner, Nursing Education, Psychiatric-Mental Health Nurse Practitioner
- Doctor of Nursing Practice, including BSN-to-DNP and Post-Master's DNP tracks

Numbers of Graduates (last 3 years)

Academic Year	BSN (Pre-Licensure)	RN-to-BSN	MSN*	Post-MSN Certificates*	Post-Master's DNP*
AY15	123	16	18	4	4
AY16	121	29	34	7	9
AY17	124	19	29	7	11

**Includes all specialty tracks.*

***The first cohort from the BSN-to-DNP degree track will graduate in 2019.*

Recruitment Efforts:

The following are recruitment endeavors for the undergraduate and graduate nursing programs:

- Participation in career days at local high schools.
- Print and electronic ads in major nursing publications.
- Recruitment booths at local, statewide and national professional meetings/conferences.
- Participation in University of Nevada, Reno recruitment activities.
- Participation in career days at local high schools.

Job Placement Data:

Percent of Graduates Holding Positions in Field Related to Degree/Certificate Preparation Within 3 months Post-Graduation					
Year of Graduation	BSN (Pre-Licensure)	RN-to-BSN	MSN*	Post-MSN Certificates*	Post-Master's DNP*
2015	96%	100%	100%	100%	100%*
2016	94%	100%	97%	100%	100%*
2017	93%	100%	100%	100%	N/A*

**2015 and 2016 UNR Post-Master's DNP graduates were from the collaborative DNP program with UNLV. The first cohort to graduate from the UNR DNP program will be in Spring 2019.*

FTE Positions Dedicated to the Program:

	State Funded	Differential-Fee Funded
Full-time Faculty	33	10
Letter of Appointment (Part-Time Instructors)	10-12	2-3
Classified Employees	4	2

Community/Industry partnerships:

The OSN has over 80 contractual agreements with major medical centers, other inpatient and outpatient health-care agencies, medical practices and community agencies for student clinical placements. Renown Health provides the OSN with one clinician each fall and spring semester who serves as a LOA faculty at no cost to the OSN.

Challenges with the programs (funding, outreach, etc.):

- Clinical placement of undergraduate students due to competition from other northern Nevada schools of nursing.
- Clinical placement for graduate advanced-practice students due to expansion of UNR School of Medicine in northern Nevada as well as programs from out of the region or state competing for clinical space.
- Securing out-of-state affiliation agreements. At the present time, 20-30% of graduate students are attending from out of state and/or out of the area.
- Finding faculty prepared with at least a master's degree in nursing to serve as LOA instructors.
- Finding PhD-prepared faculty who are active researchers for tenure-track positions.
- As salaries and fringe benefits costs increase, the per-credit amount of differential fees will need to be increased to offset costs for faculty paid with differential fees.
- Office Space: While the OSN moved into the Pennington Health Sciences Building in 2011, the only space in that building dedicated to nursing is the third floor. As the program has grown, the third floor conference rooms have been converted to offices, for a total of 7 offices that house two faculty in each.
- Simulation Space: UNR School of Medicine expansion in northern Nevada has taken up and more simulation time/space.

What is necessary to expand/enhance programs:

- Increased space for faculty/staff offices, as well as simulation time.
- Increased funding for faculty positions.
- Increased clinical space for the Orvis School of Nursing.

Program Area II. Engineering undergraduate and graduate degree programs, minors and certificates, and accelerated programs:

- Bachelors of Science in Biomedical, Civil, Computer Science, Electrical, Environmental, Materials Science, Mechanical, and Chemical Engineering
- Masters of Science in Biomedical, Civil and Environmental, Computer Science, Electrical, Materials Science, Mechanical, and Chemical Engineering
- Ph.D. in Biomedical, Civil and Environmental, Computer Science, Electrical, Materials Science, Mechanical, and Chemical Engineering
- Minors in Biomedical, Civil, Computer Science, Electrical, Engineering Physics, Environmental, Materials Science, Mechanical, and Chemical Engineering
- Minors in Batteries and Energy Storage Technologies, Cybersecurity, Digital Interactive Games, Extractive Metallurgy, Renewable Energy, Manufacturing Quality, Nanotechnology, and Unmanned Autonomous Systems
 - Graduate Certificates in Nuclear Packaging, Renewable Energy
 - Accelerated Degrees in BS/MS and BS/MBA

Numbers of graduates (last 3 years):

Academic Year	BS	MS	Ph.D.	Minors (3 year total)	Certificates (3 year total)
AY15	275	36	17	106	29
AY16	307	67	17		
AY17	357	60	29		

Recruitment Efforts:

The following are recruitment endeavors for the above engineering programs:

- Participation in University of Nevada, Reno recruitment activities.
- College-sponsored recruitment events.
- K-12 (8) Summer Camps offered annually, including 1st generation and all-female camps.
- Mobile Engineering Education labs (engineering lessons in K-8 classrooms).
- Participating in MESA (Mathematics, Engineering, Science Achievement) programs in local middle and high schools.
- Hosting Engineers Day, with nearly 500 5th-12th graders visiting campus for engineering-related activities.
- Fall Call—Phone call program to accepted freshmen interested in Engineering.
- Participation in recruitment events at Nevada high schools.

Placement Data:

Specific data are not available although efforts are being made by the College of Engineering's Director of Career Services to track employment data. However, per data from the Career Studio, based on an approximate 50% respondent rate on a survey, approximately 90% of students are placed within a year of graduation in jobs, graduate school, or the military.

FTE Dedicated to the programs:

	State Funded	Differential-Fee Funded	Other Funding
Full-Time Faculty	107.9	8.68	10.35
Letter of Appointment (Part-Time Instructors)	2.16	1.46	6.43
Classified Employees	17	0	4

Community/Industry partnerships:

Several of the minors have been developed with industry including Panasonic, Tesla, UAS Industries, and NV Energy. The College of Engineering Corporate Partners program results in collaborations with Barrick, Bombora, Click Bond, GE, and Sierra Nevada Corporation. The college also sponsors several collaborative events like Innovation Day, NV Water Innovation Campus, and the NV Water Forum.

Challenges with the programs (funding, outreach, etc.):

- Lack of space. (The new engineering building will address space issues.)
- Quality of space (Scrugham Engineering needs to be renovated.)
- Inadequate administrative support staff and technicians.
- Funds for start-up packages for new faculty hires.
- Non-competitive faculty salaries in some disciplines.
- Support for outreach programs.
- Funding equipment and instructional laboratories.

What is necessary to expand/enhance programs:

- Additional faculty positions, both tenure track and lecturers.
- Critical need for administrative support and technicians.
- Funding for expanded K-12 Outreach Programs.
- Additional graduate assistant support.
- Support for new equipment and maintenance of instructional laboratories.

Program Area III. Programs in Business Administration, Accounting, and Marketing:

- Bachelor of Science in Accounting
- Bachelor of Science in Marketing
- Master of Science in Business Administration
 - Master of Accountancy
- Minors in Accounting and Business Administration

Total Number of Graduates AY15-AY17

Academic Year	BS Acc*	MAcc	BS Mkt	MBA	Acc Minor	BADM Minor
AY15	80	25	97	94	36	92
AY16	100	16	99	67	36	79
AY17	98	10	140	94	25	78

*BS Accounting numbers include the Accounting & Info Systems major.

Recruitment Efforts:

The following strategies have been implemented for recruiting students for Accounting, Marketing, and MBA programs:

- Recent updates to department and program web page content for search-engine optimization (SEO).
- Improved lead generations processes.
- High-quality publications and promotional materials highlighting department faculty and programs.
- Recruitment through social-media accounts.
- Recruitment/career events in accounting.
- Promotion of education and career growth by department faculty in fundamental courses required of all business majors.

Placement:

Historical data on placement of graduates is not available. An alumni-tracking project has begun, with preliminary results showing placement of 77.5% of graduates employed in full- or part-time positions.

FTE Dedicated to the programs:

	Accounting	Marketing	MBA
Full-Time Faculty	25.0	16.0	21.7*
Letter of Appointment (Part-Time Instructors)	1.3	1.2	0
Classified Employees	.5	.33	0

**Some faculty teaching in MBA program also teach in undergraduate programs.*

Community/Industry partnerships:

The College of Business partners with a number of companies, ranging from Reno-area businesses to international technology corporations, to help engage with and inform students about best business practices. Those companies often recruit College of Business graduates, owing to the quality education and real-world experience they receive while a student at UNR. Each partner provides annual support of student success, activities and scholarship that enhance the student experience.

Alice Heiman, LLC
Atlantis Casino Resort Spa
Barrick Gold Corporation – North America
Employers Insurance
Haws Corporation
Doorway Home Loans
International Game Technology
Microsoft
Port of Subs, Inc.
Peppermill
Server Technology
Sierra Nevada Corporation
Sierra Nevada Properties
Textbook Brokers
United Federal Credit Union
Wells Fargo

Challenges with the programs (funding, outreach, etc.):

- Faculty retention due to salaries below the national market at peer institutions.
- Insufficient infrastructure including appropriate classroom and office space.
- Inadequate staffing to meet student demand.
- Lack of enough state-funded graduate assistantships
- Insufficient operating budget as compared to peer institutions.

What is necessary to expand/enhance programs:

- At least four faculty lines in marketing to meet the current demand and begin a new high-demand initiative in sales, including e-sales.
- Additional instructional-faculty positions, particularly clinical faculty lines in accounting.
- Three professional positions for recruitment, advertising, alumni relations and design of online courses.
- An additional 10 graduate assistant positions.
- Enhanced operating budget.